

SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

Technology

Editorial contact for this feature is

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Deadline for editorial submission Friday, February 5th.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant.*

Last year was challenging for the entire retail sector, but there can be no denying that many in the convenience channel benefitted from a major increase in cash flow as Covid-19 restrictions led to a rise in shopping local. Now may be as good a time as any for retailers to consider investing in new technology for their store. We would welcome comments on the following:

- In your view, what have been the most important technical innovations for convenience retailers of the last five years? How have these developments benefited convenience stores and what can retailers do to ensure they are making the most of them?
- What technological tools do you expect we will see more of in convenience retailing in 2021? What will the key trends be and how can retailers make sure they don't fall behind the competition?
- How can retailers use technology to create a safe shopping environment? With some form of Covid-19 restrictions and concerns over hygiene likely to be present for some time, how can retailers use technology to create a shopping environment that feels safe without sacrificing convenience?
- What advice can you offer retailers who may be looking to invest in technology (EPOS, digital screens, back office software, loyalty apps etc.) for their store? What are the key considerations when investing in new tech? What support/contracts should retailers look out for when purchasing tech products? How frequently should retailers reassess and reinvest in

technological solutions?

- How can retailers more effectively use social media to boost footfall to their business? Beyond a simple social media post, what tools/products exist to help retailers expand their social media reach?
- With supermarkets and online giants like Amazon getting in on the grocery delivery act, what opportunities do you see in this space for convenience retailers? What are the key considerations for retailers looking to introduce a delivery offer and how can they use technology to make this process easier/more customer friendly?
- Do you have any NPD you would like to highlight?